Merit Menthol Solid Winner!

In extensive new testing, smokers compared leading high tar menthols and low tar MERIT MENTHOL. The result: Of the 95% stating a preference, 3 out of 4 smokers chose the MERIT MENTHOL low tar/good taste combination when tar levels were revealed.

Kings: 8 mg "tar," 0.6 mg nicotine— 100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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MERIT
Kings & 100's

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Source: https://www.industrydocuments.ucsf.edu/docs/qkkk0000